

15.389 - GLab 2019 Kuala Lumpur, Malaysia



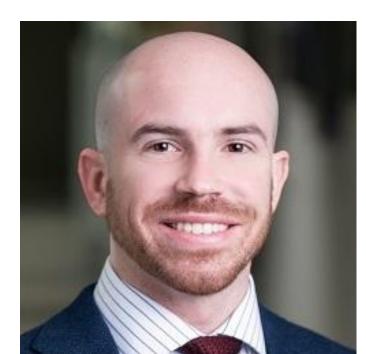
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# THE COMPANY

- > Technology-enabled logistics company operating in Southeast Asia ("SEA").
- > 3 business lines: B2C (home residence moves), B2B (logistics for large multinational companies), and T4B (SMEs deliveries).
- > Geographically: Malaysia, Singapore, Thailand, and Indonesia.
- ➤ Market size: overland logistics market in SEA estimated at ~\$170bn, and Malaysia's market alone is estimated at ~\$8.4bn for 2019.

### THE PROJECT

Goal: Help TheLorry increase revenue for its T4B segment

## Challenges

Low supply – drivers' reliability

#### **Final Recommendations**

- Improve driver cashout process
- Increase driver awareness of benefits for T4B bookings
- Change incentive scheme for more drivers to take T4B bookings

Slow growth in T4B customer base

- Create offline programs to capitalize on organic traffic
- Build a salesforce to reach new target audience faster
- Full redesign of the current credit top up payment system

Result: Immediately following our presentation, one of the co-founders put together a special task team to implement some of the solutions we proposed

#### THE PEOPLE & THE EXPERIENCE





